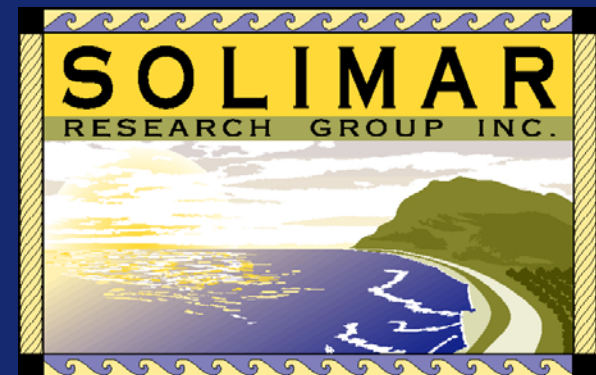


# **Bay Area Growth: Focusing on Results**

**William Fulton**  
**ABAG Spring General Assembly**  
**April 24, 2008**



# Eastern Sprawl



# California Sprawl





# Eastern Density



# California Density

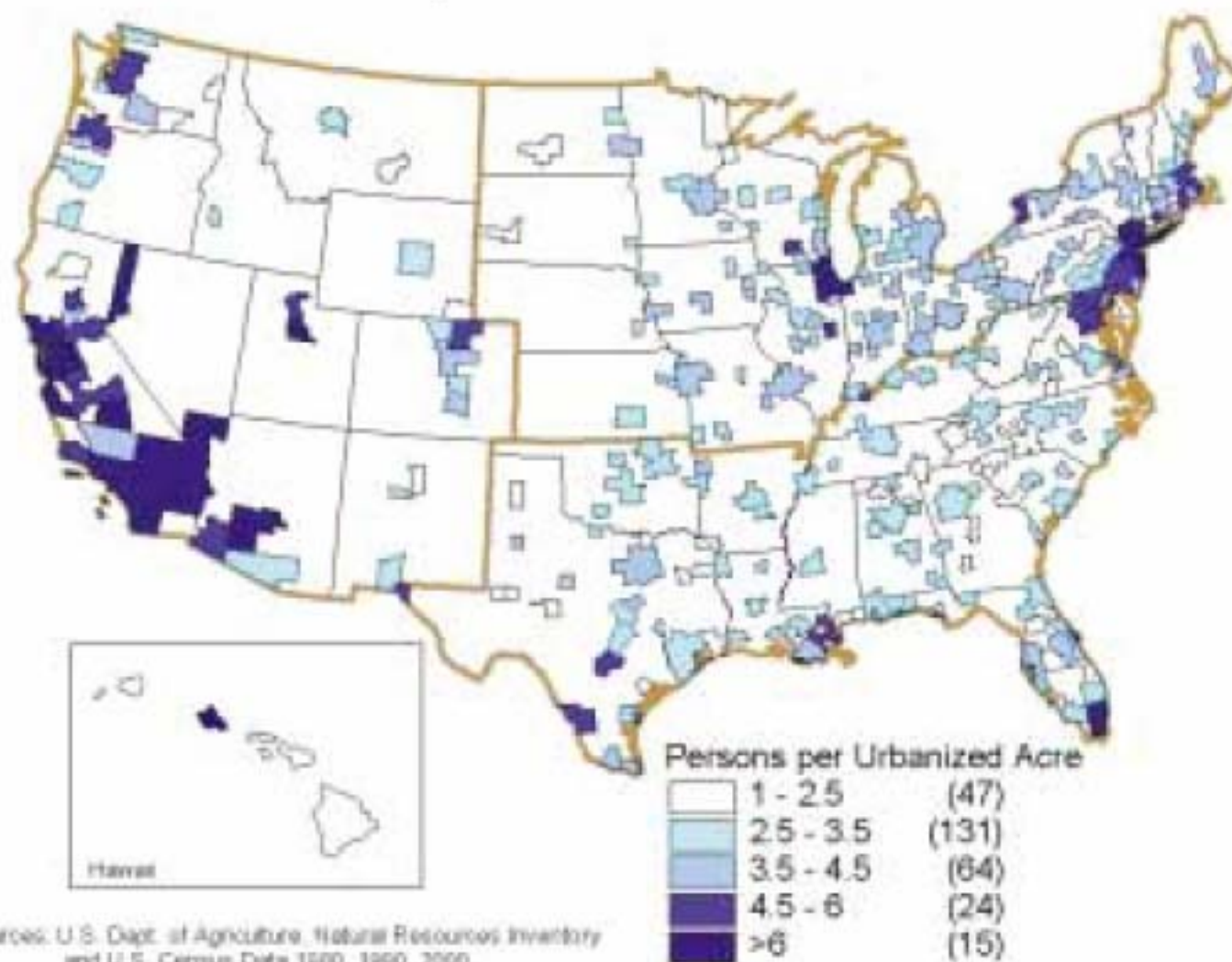


# The Post-Suburban Era

1. Types of households and what they need are changing
2. Land and housing are really expensive
3. There is *no such thing as a built-out city!*

# Some Realities

- **California is twice as land-efficient as the country as a whole**



Sources: U.S. Dept. of Agriculture, Natural Resources Inventory  
and U.S. Census Data 1990, 1990, 2000.



# Some Realities

- California is twice as land-efficient as the country as a whole
- *But the texture and pattern of urban development means benefits of this efficiency (density) are not easily realized*

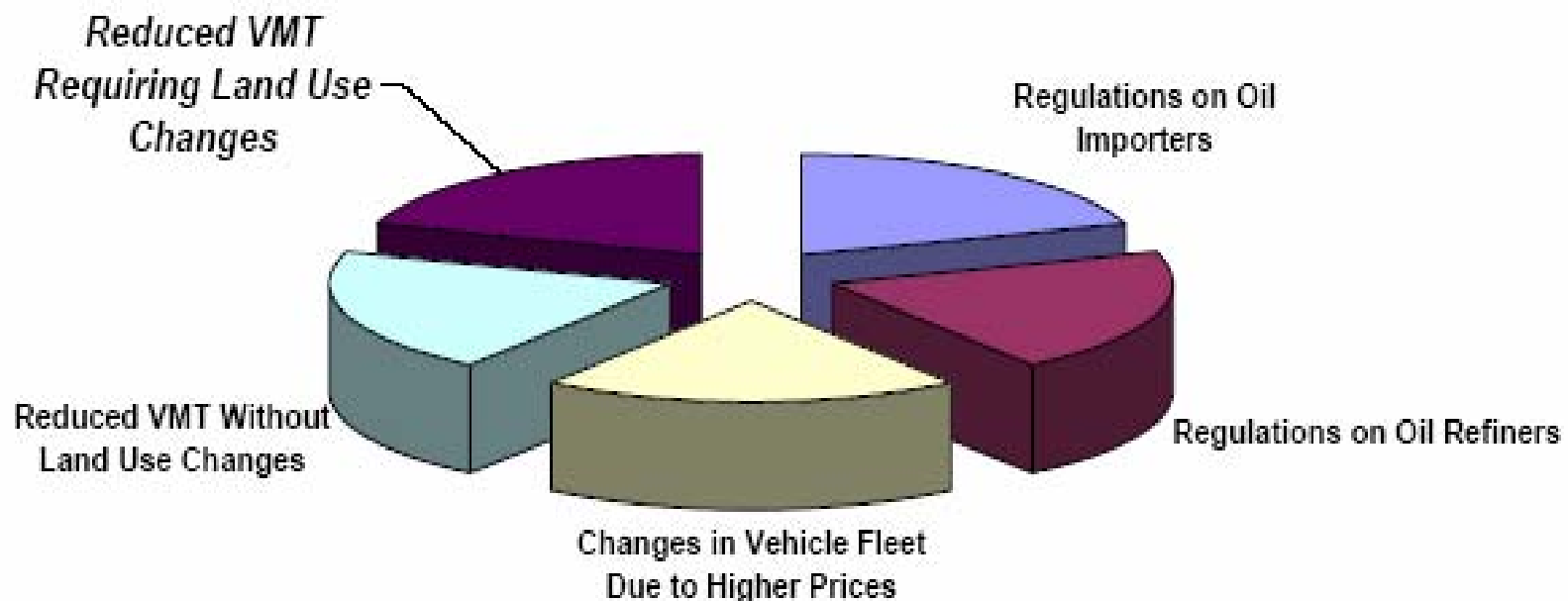
# California Density



# Some Realities

- Climate change will drive change in land use patterns more strongly than ever before.
- *There is a “floor” on how much you reduce driving because of land use patterns*

# Components of Reduced GHG Emissions



*Price signals will only take us so far on land use*

# The AB 32 Problem

AB 32 set the bar very high

**We must reduce VMT in order to meet AB 32 targets.**

*The build environment must increase its capacity to absorb shorter trips and alternatives to driving*


**This won't work unless your constituents buy into the idea.**



# Will CEQA Help?

1. CEQA's good at *making sure the worst thing doesn't happen*
2. CEQA's impact will be limited to *feasible mitigation measures*
3. CEQA will help *minimize GHG growth* but won't help in *reducing GHG*

# Three Rules for Local Govts

1. Your town is not unique
2. There is no other town absolutely identical to yours that has faced exactly the same problems and solved them all
3. You can't buy political will on 

# **What Creates Political Will**

- **A set of underlying community values**
- **A willingness to invest in a common vision – so there's always something to point to or fall back on.**
- **Pressure from voters or organized constituencies**

# **What Creates Political Will**

- **A true belief in your community**
- **Elected officials who are willing to nurture all these things.**

# What Creates Implementation Success?

- Talking to your constituents about realistic choices for the future
- Being realistic about what new development patterns can and can't do.
- Solving problems at a neighborhood level, not a parcel level



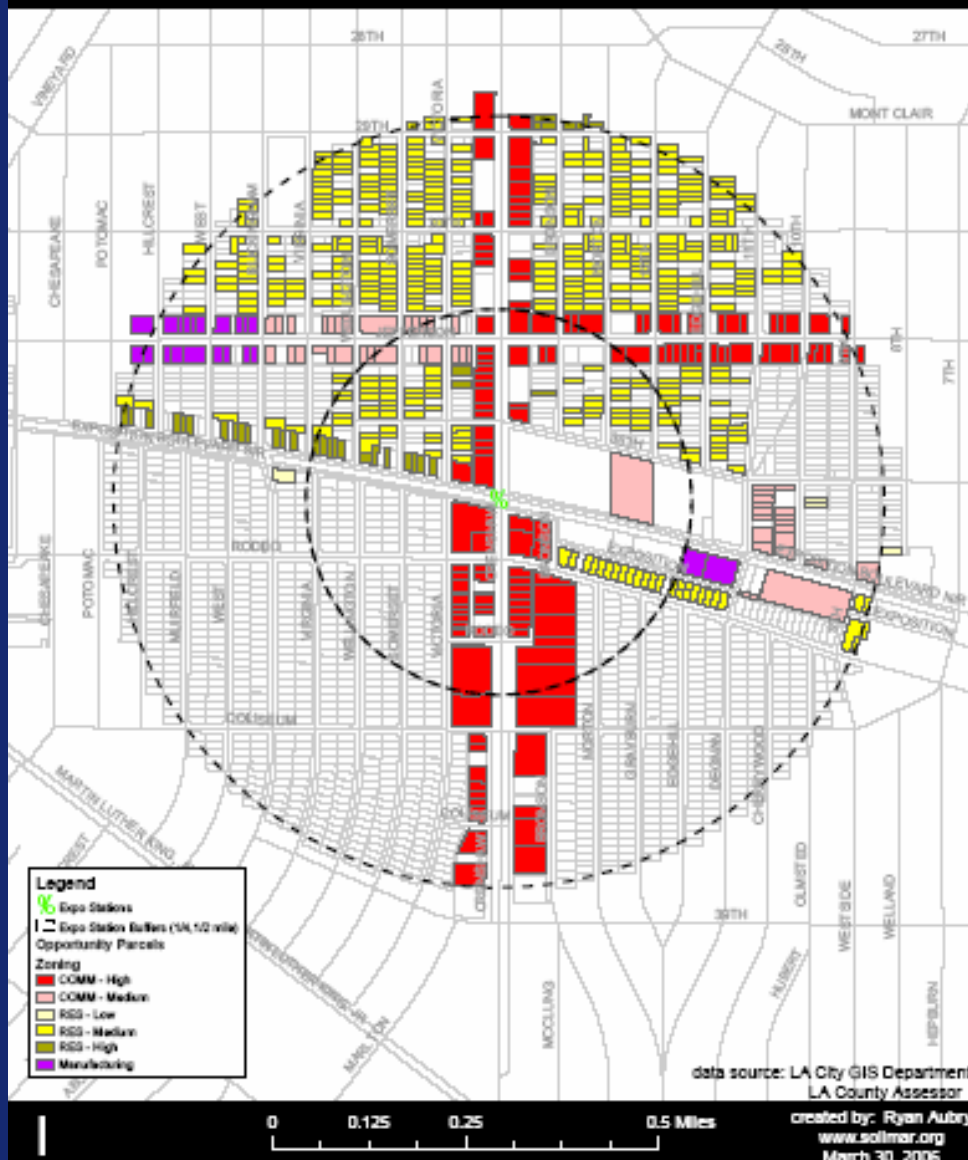
# Choice v. Yes/No

- Planning is not a yes/no question
- There may be a “no-growth scenario” but there is never a “no-change” scenario
- Frame debate about quality of life, not about numbers

# Basic Choice

- **Do your constituents want open space near your community?**
- **Do they want the businesses and services they use on a daily basis to be closer to them?**
- **What tradeoffs are they willing to make to get these two things?**

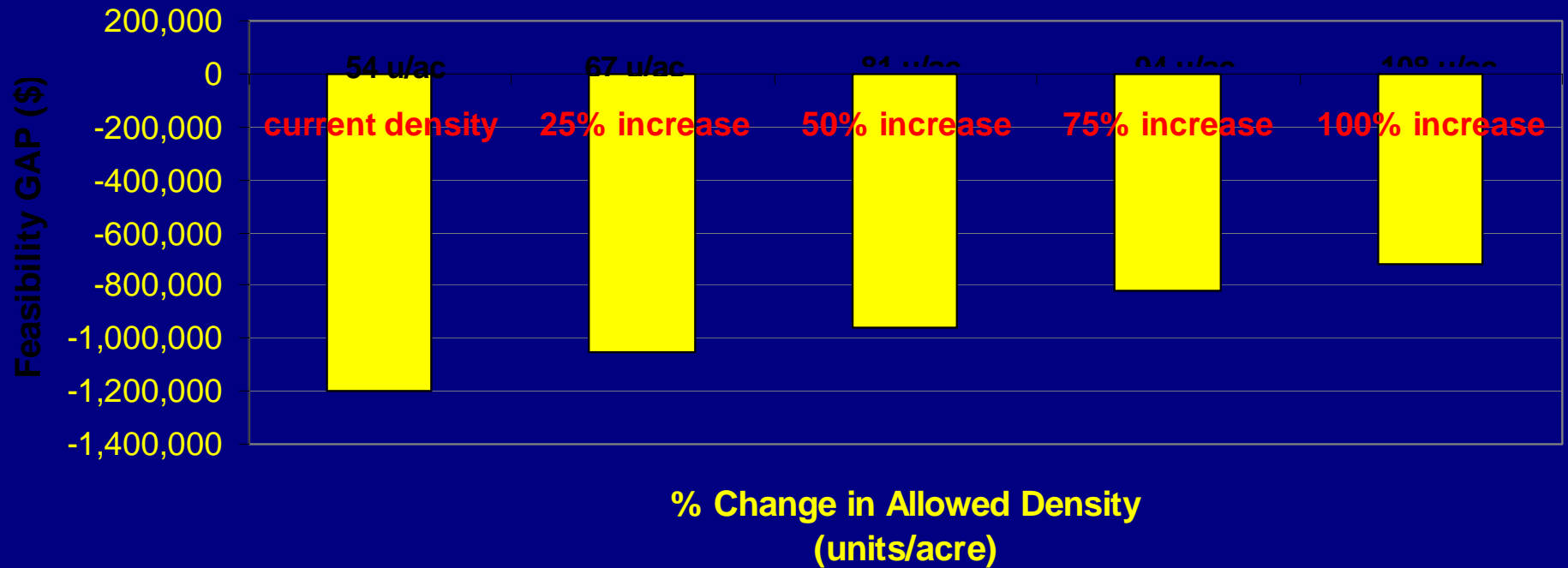
## Crenshaw Ave / Exposition Blvd Station: Opportunity Parcel Identification



Find parking solutions (and other solutions too) at the neighborhood or district level, not the parcel level.

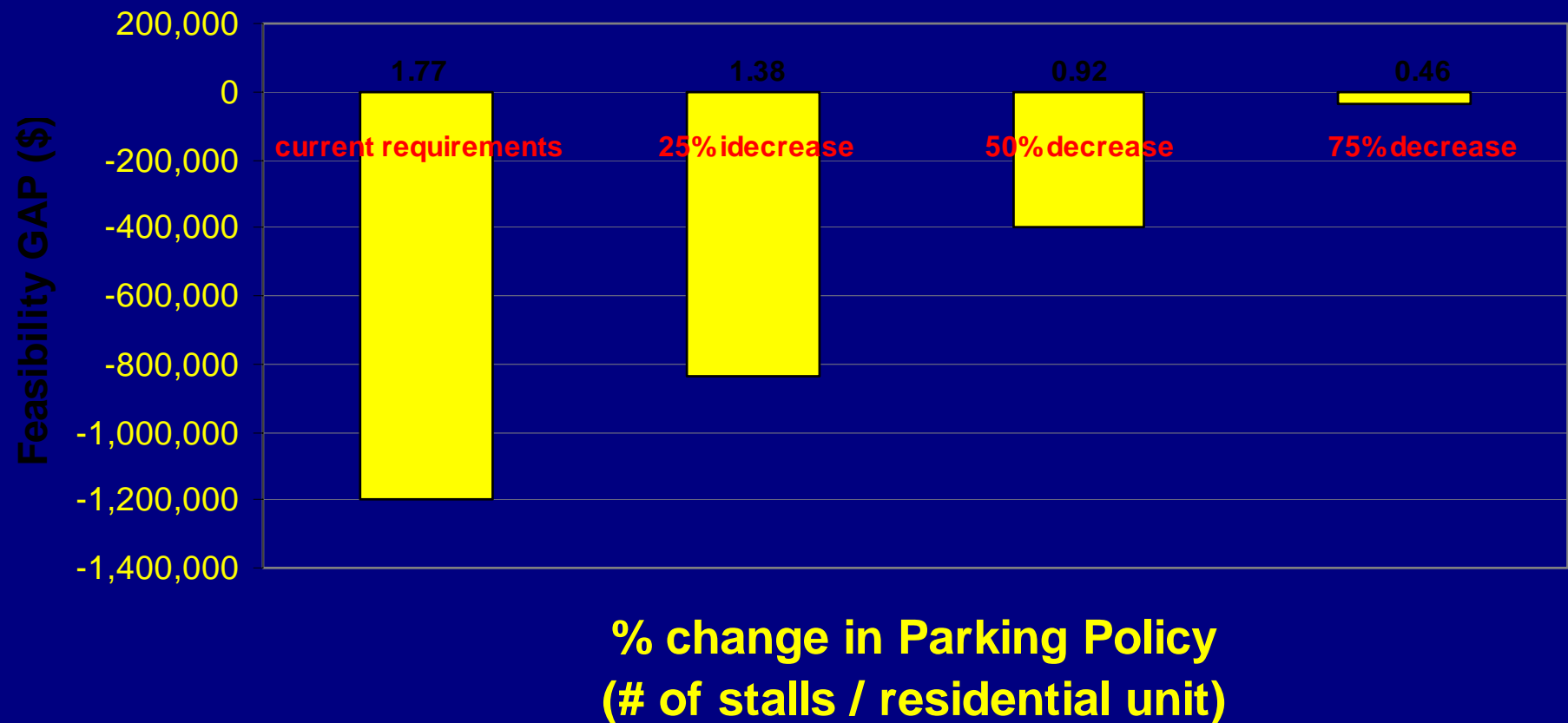
## Effects of Density Changes - EXPO

### Small Mixed Use Prototype - Land Zoned Commercial



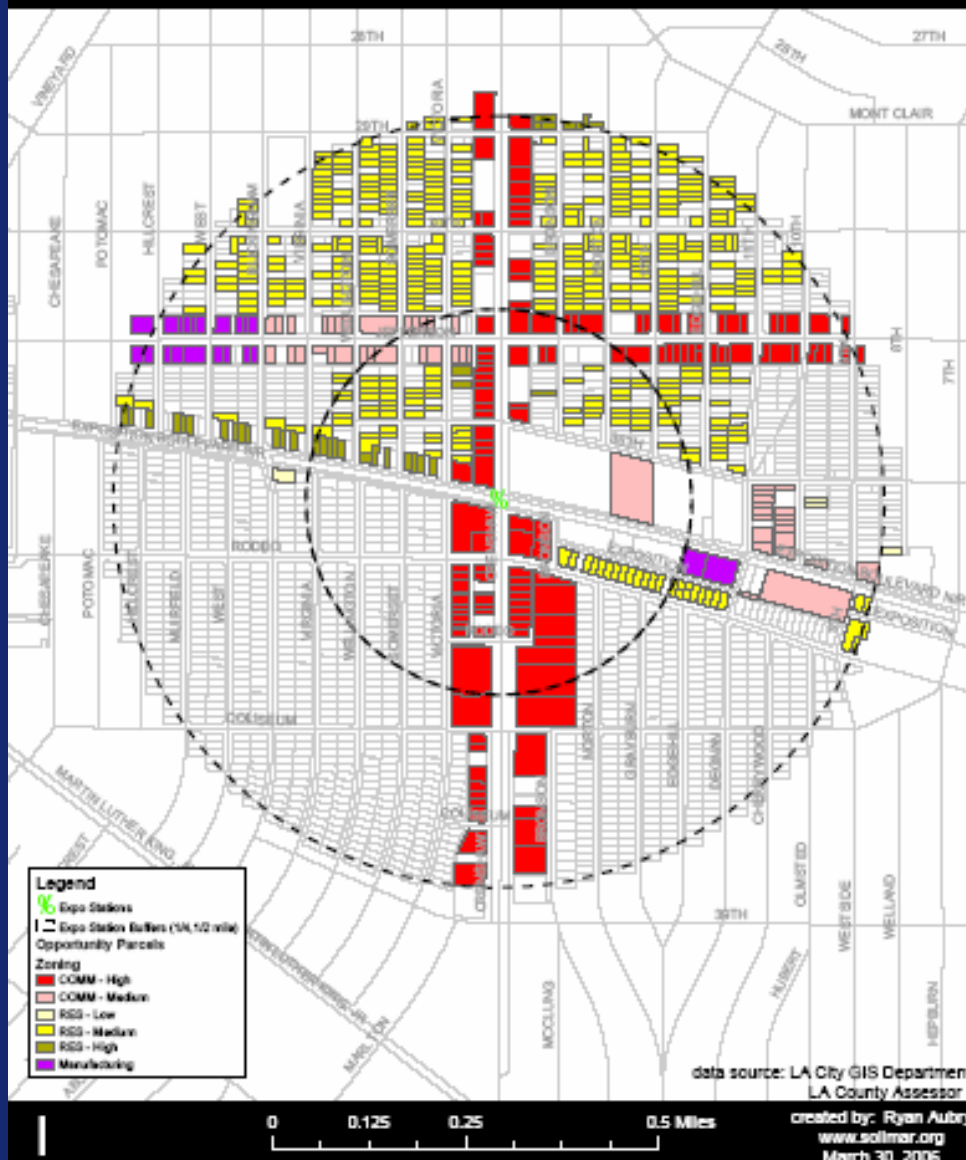
# Effects of Parking Changes - EXPO

## Small Mixed Use Prototype - Land Zoned Commercial





## Crenshaw Ave / Exposition Blvd Station: Opportunity Parcel Identification



**Solve parking on  
the park-once  
philosophy**

**Remember that  
parking-based  
nodes function  
like TODs**

**For more ...**

**[www.solimar.org](http://www.solimar.org)**

**[www.cp-dr.com](http://www.cp-dr.com)**

